



April 12, 2006

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**Robert H. Reckers**

Mail Stop Amendment  
COMMISSIONER FOR PATENTS  
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Re: Our Ref.: MFCP.109834 (MS # 306923.01)  
Serial No. 10/691,885  
Title: SYSTEM AND A METHOD FOR PRESENTING ITEMS TO A  
USER WITH A CONTEXTUAL PRESENTATION

Dear Sir:

Enclosed herewith are following documents:

- Summary of Interview;
- a self-addressed postal card to acknowledge receipt of the foregoing submissions.

The Commissioner is authorized to change Deposit Account No. 19-2112 for the filing fee and any additional fees which may be required in connection with this application. This authorization is made in duplicate.

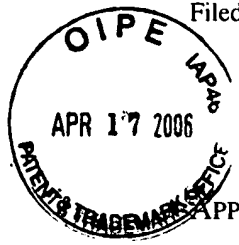
Respectfully submitted,

*Robert H. Reckers*  
Robert H. Reckers  
Reg. No. 54,633

RHR/df  
Enclosures

CERTIFICATE OF MAILING 37 C.F.R. § 1.8	
I hereby certify that this correspondence is being deposited with the U.S. Postal Service as First Class Mail in an envelope addressed to: Mail Stop Amendment, COMMISSIONER FOR PATENTS, P.O. Box 1450, Alexandria, VA.22313, on:	
<u>April 12, 2006</u> Date	<u><i>Deborah Falt</i></u> Signature

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS:

TIMOTHY P. MCKEE, *ET AL.*

SERIAL NO. 10/691,885

FILING DATE: OCTOBER 23, 2003

TITLE: SYSTEM AND A METHOD FOR  
PRESENTING ITEMS TO A USER WITH  
A CONTEXTUAL PRESENTATION

§ ATTORNEY DOCKET NO. MFCP.109834  
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§ GROUP ART UNIT: 2174  
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§  
§ EXAMINER: BORIS M. PESIN  
§  
§

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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4-12-06 Date	<i>Deborah Faulk</i> Signature

**SUMMARY OF INTERVIEW**

Pursuant to MPEP § 713.04, Applicants submit the following summary of an  
applicant-initiated interview with Examiner Pesin conducted on April 11, 2006.

**Brief Description of the Nature of any Exhibit Shown or any Demonstration Conducted:**

No exhibits were shown and no demonstrations were conducted.

**Identification of the Claims Discussed:**

The limitations of independent Claims 1, 11, 20, 21, 29, 34 and 40 were discussed.

**Identification of Specific Prior Art Discussed:**

Hahn, *et al.*, U. S. Patent No. 5,751,287 ("Hahn").

**Identification of the Principle Proposed Amendments of a Substantive Nature Discussed:**

The Examiner and Applicants' representative discussed proposed claim amendments that more specifically define the claimed query and the claimed display schema.

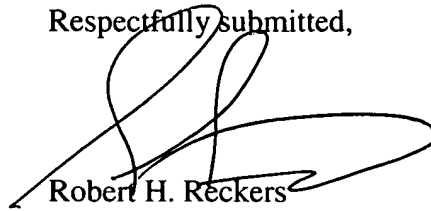
**The General Thrust of the Principal Arguments of Applicants and the Examiner:**

The Examiner and Applicants' representative generally discussed the differences between the independent claims and the Hahn reference, as well as other known art. The Examiner indicated that the proposed claims amendment may overcome the present rejection by more specifically defining the relationship between the claimed query and the claimed display schema.

**General Indication Of Any Other Pertinent Matters Discussed:**

No other pertinent matters were discussed.

Respectfully submitted,



Robert H. Reckers  
Reg. No. 54,633

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